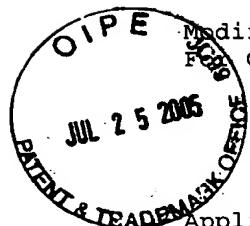


7-26-05

UV 2611

Rev. 12/04

PATENTS



Modified PTO 1083
For Other Than A Small Entity

Attorney Docket No. UV-174

Applicant(s) : M. Scott Reichardt et al.

Application No.: 09/731,115 Confirmation No.: 9203

Filed : December 6, 2000

For : SYSTEMS AND METHODS FOR COORDINATING INTERACTIVE AND PASSIVE ADVERTISEMENT AND MERCHANDISING OPPORTUNITIES

Group Art Unit : 2611

Examiner : Son P. Huynh

EXPRESS MAIL CERTIFICATION

"Express Mail" mailing label number EV619615784US

Date of Deposit July 25, 2005

I hereby certify that this transmittal letter and the other papers and fees identified in this transmittal letter as being transmitted herewith are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. § 1.10 on the date indicated above and are addressed to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

TRANSMITTAL LETTER

Sir:

Transmitted herewith: a Preliminary Amendment;
 a Reply to Office Action; a Supplemental Amendment;
 a substitute Specification; a Declaration; a Supplemental Declaration; a Power of Attorney; an Associate Power of Attorney; formal drawings; to be filed in the above-identified patent application.

FEE FOR ADDITIONAL CLAIMS AND/OR PAGES

- A fee for additional claims or pages is not required.
 A fee for additional claims is required.

The additional fee has been calculated as shown below:

CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE	ADDITIONAL
TOTAL CLAIMS	-	20*	= 0	x \$50 = \$.00
INDEPENDENT CLAIMS	-	3**	= 0	x \$200 = \$.00
FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM			+ \$360	= \$.00

* If less than 20, insert 20.

** If less than 3, insert 3.

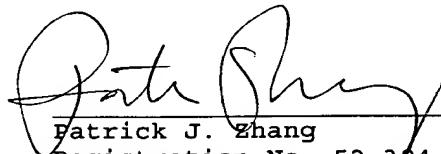
TOTAL \$.00

- As a result of the amendment submitted herewith, this application now includes excess pages beyond those previously paid for. The number of additional groups of 50 excess pages resulting from this amendment is _____ x \$250 = \$ _____.
- A check in the amount of \$ _____ in payment of the fee for additional claims and/or pages is transmitted herewith.
- The Director is hereby authorized to charge payment of any additional fees required under 37 C.F.R. § 1.16 in connection with the paper(s) transmitted herewith, or credit any overpayment of same, to Deposit Account No. 06-1075 (Order No. 003597-0174). A duplicate copy of this transmittal letter is transmitted herewith.
- Please charge \$ _____ to Deposit Account No. 06-1075 in payment of the fee for additional claims. A duplicate copy of this transmittal letter is transmitted herewith.

EXTENSION FEE

- The following extension fee is applicable to the Response filed herewith:
 - \$120.00 extension fee for response within first month pursuant to 37 C.F.R. § 1.136(a); \$450.00 extension fee for response within second month pursuant to 37 C.F.R. § 1.136(a); \$1,020.00 extension fee for response within third month pursuant to 37 C.F.R. § 1.136(a); \$1,590.00 extension fee for response within fourth month pursuant to 37 C.F.R. § 1.136(a); \$2,160.00 extension fee for response within fifth month pursuant to 37 C.F.R. § 1.136(a).
- A check in the amount of \$120.00 \$450.00 \$1,020.00 \$1,590.00 \$2,160.00 in payment of the extension fee is transmitted herewith.
- The Director is hereby authorized to charge payment of any additional extension fees required under 37 C.F.R. § 1.17 in connection with the paper(s) transmitted herewith, or credit any overpayment of same, to Deposit Account No. 06-1075 (Order No. 003597-0174). A duplicate copy of this transmittal letter is transmitted herewith.

Please charge the \$120.00 \$450.00 \$1,020.00 \$1,590.00
 \$2,160.00 extension fee to Deposit Account No. 06-1075 (Order No. 003597-0174). A duplicate copy of this transmittal letter is transmitted herewith.



Patrick J. Zhang
Registration No. 52,384

Agent for Applicant(s)

FISH & NEAVE IP GROUP

ROPES & GRAY LLP

Customer No. 1473

1251 Avenue of the Americas

New York, New York 10020-1105

Tel.: (212) 596-9000